

BORDEAUX
MARSEILLE
PARIS
TOULON
ABIDJAN
DAKAR
SHANGHAI
SUZHOU

CONTACT

Kedge Short-Term
Programmes

short-terms@kedgebs.com
short-terms-bordeaux@
kedgebs.com



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THE KEDGE INTERNATIONAL
SUMMER SCHOOL

2022 / MARSEILLE -
BORDEAUX - PARIS

AN OPEN
WORLD
STARTS
WITH AN
OPEN MIND

KEDGE
BUSINESS SCHOOL



WHO WE ARE

KEDGE BUSINESS SCHOOL IS FRANCE'S LARGEST INDEPENDENT BUSINESS SCHOOL AND ONE OF ONLY 76 INSTITUTIONS WORLDWIDE HOLDING TRIPLE-ACCREDITATION AWARDED BY THE THREE LARGEST AND MOST INFLUENTIAL, INTERNATIONAL BUSINESS SCHOOL ACCREDITATION ASSOCIATIONS: EQUIS, AMBA AND AACSB.

CONSISTENTLY RANKED AMONG THE TOP-40 BUSINESS AND MANAGEMENT INSTITUTIONS IN EUROPE BY THE FINANCIAL TIMES, IT IS FRANCE'S LEADING INSTITUTION OF MANAGEMENT RESEARCH PUBLICATIONS.



#1 KEDGEBS'S NATIONAL RANKING FOR MANAGEMENT RESEARCH PUBLICATIONS

14,800 STUDENTS (23% INTERNATIONAL)

183 CORE FACULTY MEMBERS (44% INTERNATIONAL)

274 INTERNATIONAL ACADEMIC PARTNERS (SPANNING 5 CONTINENTS)

10 CAMPUSES ON 3 CONTINENTS (EUROPE, AFRICA AND ASIA)

THE MULTI-CAMPUS ADVANTAGE

The Kedge International Summer School programme leverages the institution's multi-campus platform and its international positioning to offer Bachelor and Master students from around the globe an extraordinary portfolio of summer school programmes to suit all tastes, budgets and time-constraints.

In 2022, we will also offer the possibility to either come to our campus in France or study from your campus online.

Follow just one course on one Kedge campus, or take a Tour de France between our different campuses in Marseille, Bordeaux and/or in Paris - and transfer those credits back to your home institution!

2022

SUMMER SCHOOL

EARN COURSE CREDITS YOU CAN TRANSFER TOWARDS YOUR DEGREE WHILE SPENDING THE SUMMER OF A LIFETIME IN EUROPE!

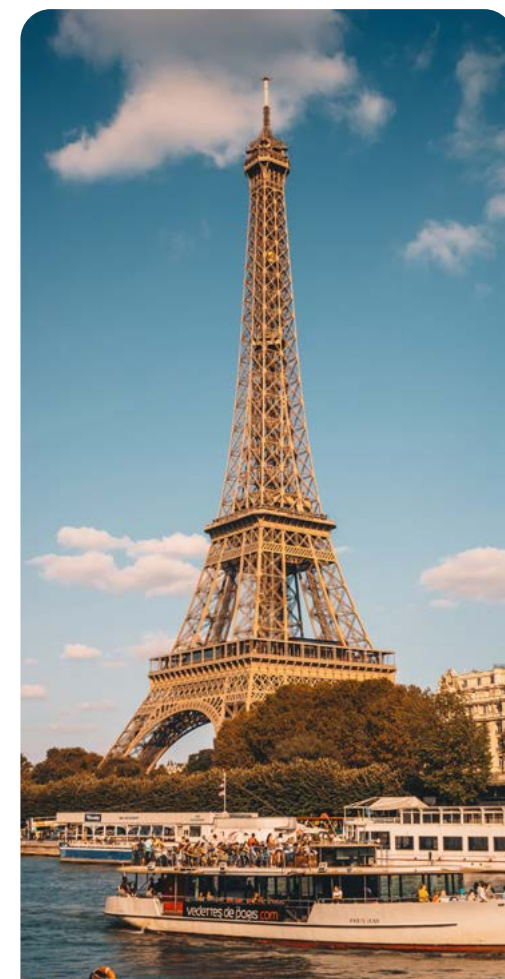
WHY CHOOSE KEDGE FOR YOUR SUMMER SCHOOL DESTINATION?

21 DIFFERENT COURSES OFFERED ON 3 CAMPUSES

- 4 ECTS credits / 8 ECTS credits per package
- 24 hours per course
- Choose a course among our areas of expertise & excellence

10 PROGRAMME PACKAGES

- Each package comprised of 2 courses
- 2 to 4 weeks in duration per package
- Classes organised Monday - Thursday on campus
- A business trip and a cultural activity for each package
- Social activities organized by our student associations in Bordeaux & Marseille



FOR MORE INFO, CHECK OUT OUR WEBSITE AT:

**STUDENT.KEDGE.EDU/
PROGRAMMES/SUMMER-
SCHOOLS**

✓ A completely flexible format: follow just 1 course compressed into a week, mix & match courses from different packages to create a hybrid programme that meets your needs.

✓ Plan your classes in a hop-on/hop-off format between early-June and late-July - numerous possibilities to build your own personalised Summer School programme!

✓ All courses delivered in English by top-notch international faculty from around the world.

✓ Business trips or conferences and cultural activities included each week of the programme at no additional cost.

✓ Study in Marseille, Bordeaux and/or Paris, France - served by high-speed rail and local airports, these cities are ideal gateways to visit the region and the rest of Europe.

✓ Enjoy an intercultural experience and create an international network of friends.



TOP QUALITY BUSINESS COURSES...

10 PROGRAMME PACKAGES... COMPRISED OF 21 TOTAL COURSES (4 ECTS EACH)*

We organise a complete learning experience for our international students, designed to make the most of their time with us in France

** program may be subject to modification/ dates are subject to modification*

1. WINE & TOURISM IN FRANCE

(KEDGE BORDEAUX)

COURSE 1

The French Wine Industry
June 27 - July 8
3 hrs per day

COURSE 2

Oenotourism - Wine Tourism in France
July 11 - 22
3 hrs per day

2. ENTREPRE- NEURSHIP

(KEDGE BORDEAUX)

COURSE 1

Business Model design for entrepreneurs
June 20 - 24

COURSE 2

Leadership communication & skills for entrepreneurs
June 27 - July 1st

3. SPORTS MARKETING & MANAGEMENT

(KEDGE MARSEILLE)

COURSE 1

Strategic Management for Sports Organisations;
June 6 - 17
3 hrs per day, AM

COURSE 2

Sports Marketing & Communication
June 6 - 17
3 hrs per day, PM

4. DESIGN THINKING & MANAGING CREATIVITY

(KEDGE MARSEILLE)

COURSE 1

Managing the Creative Process
June 13 - 17
6 hrs per day, AM & PM

COURSE 2

Design Thinking
June 20 - 24
6 hrs per day, AM & PM

5. DISRUPTIVE TECHNOLOGIES & MODERN MANAGEMENT

(KEDGE PARIS)

COURSE 1

Business Intelligence & Analytics
July 11 - 15

COURSE 2

Creating customer value with disruptive technologies
July 18 - 22

6. VALUE CREATION & DIGITAL MARKETING

(KEDGE BORDEAUX)

COURSE 1

Value Creation and Brand Management
July 4 - 8
6 hrs per day, AM & PM

COURSE 2

Digital Marketing for Entrepreneurs
July 11 - 15
6 hrs per day, AM & PM

7. SUPPLY CHAIN DESIGN & MANAGEMENT

(KEDGE BORDEAUX)

COURSE 1

Design of the Supply Chain
June 6 - 10
6 hrs per day, AM & PM

COURSE 2

Management of the Supply Chain
June 13 - 17
6 hrs per day, AM & PM

8. GLOBAL FINANCE & INTERNATIONAL BUSINESS

(KEDGE MARSEILLE)

COURSE 1

(two options available - courses delivered in parallel);
June 27 - July 8
3 hrs per day, AM
OPTION A: Global Financial regulations
OPTION B: Managerial Cost Accounting

COURSE 2

**International Business
A Mediterranean Perspective**
June 27 - July 8
3 hrs per day, PM

9. SOCIAL BUSINESS & SOCIAL ENTREPRENEURSHIP

(KEDGE ONLINE)

COURSE 1

Social business, territories & innovation
June 20 - 24
3hrs asynchronous and 3hrs live

COURSE 2

Social entrepreneurship
June 27 - July 1st
3hrs asynchronous and 3hrs live

10. ETHICS AND SUSTAINABILITY IN BUSINESS

(KEDGE MARSEILLE)

COURSE 1

Towards Sustainability
July 11 - 22
3 hrs per day, AM

COURSE 2

Ethics in Business & society
July 11 - 22
3 hrs per day, PM

WHAT OUR PAST STUDENTS HAVE TO SAY

“All round great experience. You are promoting exactly what you get when you study at KEDGE. Thanks for having me.”

“Thank you for my two weeks, would certainly recommend to a friend! Wish I could do it all over again.”

“It was the best two weeks of summer school that I have ever completed. I've learned a lot regarding the courses offered and most importantly I've gotten to know and study with some great people.”

“Thank you very much for a wonderful experience! The knowledge, friends and fun that I had at KEDGE will be remembered for years to come.”

“Studying abroad has completely changed my perspective and I would recommend anyone to do it. I felt part of KEDGE Business School by the end of the two weeks and felt very sad to leave such wonderful people. Thank you for being so welcoming!”

“Such a great program! I wish I could do it again next year.”



AMAZING SOCIAL AND CULTURAL ACTIVITIES



PAST BUSINESS AND CULTURAL VISITS HAVE INCLUDED*

Our organised business visits & conferences complement the topic of the courses in each package, while the cultural excursions give you the opportunity to visit beautiful regions of France.

*business & cultural visits may differ for 2022

1. SUPPLY CHAIN DESIGN & MANAGEMENT (KEDGE BORDEAUX)

- A guided Bike tour along the Garonne river in Bordeaux - the world's #1 Tourist Destination according to the LA Times & Lonely Planet
- A visit to a multinational company implementing cutting-edge Supply Chain Management techniques



2. SPORTS MARKETING & MANAGEMENT (KEDGE MARSEILLE)

- An initiation course in Scuba diving in the crystal waters of the Mediterranean
- A guided tour of the Orange Stade Velodrome, home to the French League 1 football club "l'Olympique de Marseille"

3. DESIGN THINKING & MANAGING CREATIVITY (KEDGE MARSEILLE)

- Take part in Toulon's annual Design Parade, an international gathering of innovative entrepreneurs and creative thinkers
- Spend a day in the beautiful seaside hub of Cassis



4. VALUE CREATION & INNOVATION IN MARKETING (KEDGE BORDEAUX)

- An initiation to Paddle Boarding near the famous Dune du Pyla on the Atlantic Coast
- A guest lecture and tour given by an international firm using innovative Marketing techniques

5. DISRUPTIVE TECHNOLOGIES & MODERN MANAGEMENT (KEDGE PARIS)

- Get to know more about Big Data and Blockchains in use with a Parisian based company visit
- Take in the sights of Paris with a boat tour on the Seine



6. WINE & TOURISM IN FRANCE (KEDGE BORDEAUX)

- A trip to world renowned chateaux in Saint Emilion (a Unesco World Heritage site)
- Visit the "Cité du Vin" an experiential permanent exhibition center in the heart of Bordeaux

7. GLOBAL FINANCE & INTERNATIONAL BUSINESS (KEDGE MARSEILLE)

- A visit to L'Occitane, the world famous natural cosmetics company founded in the Provence region of Southern France
- A guided trek through the Calanques National Park



8. ETHICAL BUSINESS, DIVERSITY MANAGEMENT & DRIVING SUSTAINABLE CHANGE (KEDGE MARSEILLE)

- Tour a French winery specialised in organic and sustainable viticulture
- Take in the beauty of the Mediterranean and the magnificent coast along Marseille sea with an organised boat tour



WHAT OUR PAST STUDENTS HAVE TO SAY

“Amazing experience all in all. The professors were amazing. I highly recommend KEDGE Business School.”

“I loved everything about it”

“Had a blast, exceeded expectations. Would like to take more classes at KEDGE, I made friends I hope to stay in touch with. Will always remember the experiences I had here, thanks”

“I had an amazing experience, thank you a lot! Merciii!”

“I had an amazing time. I would love to return. I am even looking into the possibility of completing my masters course at the university. I have enjoyed the courses themselves, as well as the other activities. I have so many friends from around the world now. I should not have waited until final year to take this opportunity.”

“Overall, it was a fantastic 2 weeks. I learned new things (which was my main aim), met very nice and polite people and had a great time. Thank you.”

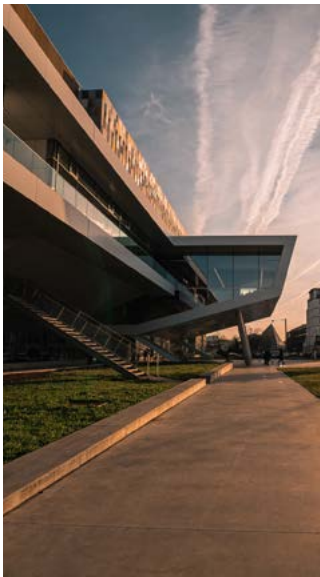
“I have learned new practical knowledge and extended my network. I would highly recommend the KEDGE summer program.”

ABOUT
OUR CAMPUSES



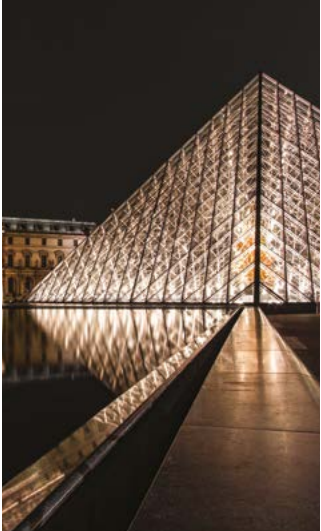
BORDEAUX

Bordeaux, France, a UNESCO listed heritage site voted the European most attractive destination, is renowned for its fine wine and luxury market. A study opportunity in Bordeaux is the opportunity to take a closer look at the crossroads between traditional expertise and standards of excellence as they intersect with the concepts of luxury brand management and marketing. Thanks to its location on the Atlantic coast and just 2 hours from Paris by highspeed rail, Bordeaux is a hub for a number of multinational companies and a growing economy, making it a logical choice for a closer look at innovations in Supply Chain Management & Design. Bordeaux is also a reference for "FrenchTech" for its aptitude in developing innovative technologies.



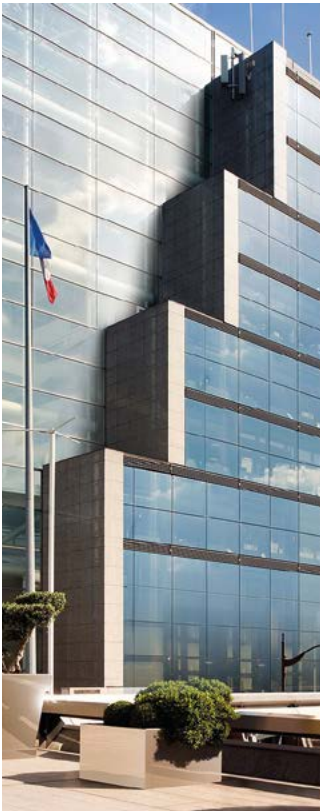
MARSEILLE

Marseille, France's 2nd largest city in France, is beautifully situated on France's southern coast, bordering the Mediterranean Sea. It was the first Greek settlement in France (est. 600 B.C.). It is also one of Europe's biggest port cities that links Europe to Africa, Asia and the Middle East. A' Crossroads of the Mediterranean, 'modern Marseille is a city with a diverse population, both in terms of ethnicity and culture. Named as the European Capital of Culture in 2013 and the European Capital of Sport in 2017, Marseille is one of France's most dynamic cities. With 7,200 companies created over the last 5 years and as France's second largest research centre, what better place to come and join one of our International Summer School programmes dedicated to Sustainable Entrepreneurship, Design thinking and Sports Marketing.



PARIS

Paris is a city that needs no introduction - the City of Lights. An indisputable-world capital, home to the signing of the most ambitious international accords concerning climate change, the Paris Agreements in 2016, and future host to the 2024 Olympics, it has inspired some of the greatest creative talents and critical thinkers throughout modern history. What better place to spend 2 weeks gaining an insight into Disruptive Technologies and their impact on the companies and managers who use them!



AND WHEN THE CLASSES ARE OVER...

KEDGE Student volunteers make up a critical part of our International Summer Programmes. Students from the KEDGE student organisations on each campus start by greeting their international guests upon arrival...

But they don't stop there. Our students go the extra mile to organise a complete program of optional extra visits designed to give our international guests an insider's look at life in France - by day and night!

Activities are set up to be big on fun, without being a high price so that everyone can participate.

PAST SUMMER PROGRAMMES HAVE INCLUDED:

- Beach parties and picnics
- Extreme tubing
- Evening hikes with a swim in the sea
- Nights on the town, touring the best clubs and places to be
- Trips to nearby towns and monuments
- Tours of the best student eateries
- Group sports (football, rugby, volleyball...)
- And much more...



ACCOMMODATION

TO TAKE FULL ADVANTAGE OF THE FRENCH CITY LIFE, KEDGE BUSINESS SCHOOL RECOMMENDS THAT STUDENTS TAKE LODGING IN AN "APPART-HOTEL" IN THE CITY-CENTRE.

Centrally located downtown, the residence hotels provide affordable and comfortable studio flats for 2 to 3 people, equipped with private bathroom, kitchen, Wi-Fi, air-conditioning and weekly housekeeping, thus giving participants an ideal starting point to enjoy the city during the evenings and on weekends, while offering them the opportunity to cook their own meals and keep costs reasonable.

Each feature direct access to the Kedge campuses by either tramway, bus or on foot. While Kedge does not own or

operate the residences, our staff is available to help organise student reservations as a courtesy service in Bordeaux, Marseille and/or Paris at no charge.

Approximate Rates (Bordeaux & Marseille)*, not including breakfast (*rates vary according to location and standing selected):

*MARSEILLE & BORDEAUX

***SHARED ROOM**
30 - 45€ pp/night

***SINGLE**
60 - 90€ pp/night

*PARIS

Please contact our team.

SHARED ROOM
50 - 70€ pp/night

***SINGLE**
100 - 140€ pp/night

Students are also free to find their own accommodation on AirBnB or other. Off-campus student housing is also available. For more information please feel free to contact us.

TUITION

All summer programmes are priced at 1000€ per course on campus (- 10% for those following a 2 course package; i.e. 1800€).

It is also possible for students to "Mix & Match" courses and create a Hybrid program to meet their needs, following courses at one or all three of the different Kedge Campuses.

Tuition includes: all organisation and logistics, all course lectures, & workshops, course materials, certificate of completion, transcripts, 1 Welcome breakfast, 1 lunch and 1 group dinner, access and transportation to all social and/or business trips.

Not included in tuition fees: travel, insurance, accommodation, meals not expressly mentioned, optional extra-curricular activities organised outside of the programme by student volunteers.*

(* The approximate cost for these activities is 50€ per 2-week package)

CONTACT US FOR MORE INFORMATION

VISIT OUR WEBSITE

student.kedge.edu/summer-school

Or write to us

MARSEILLE & PARIS

@: short-terms@kedgebs.com

BORDEAUX

@: short-terms-bordeaux@kedgebs.com

READY TO APPLY?

APPLY ONLINE:

shortterms.kedge.edu